

## Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 TRSE-00 COME-00 L-02 /020 W

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R 241845Z APR 75

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 8520

UNCLAS CARACAS 4349

E.O. 11652: N/A

TAGS" EIND

SUBJECT: VENEZUELAN LABELLING REQUIREMENTS

REF: STATE 58385

1. CHIEF LIQUOR DIVISION, MINISTRY OF FINANCE, INFORMS THAT NO NEW REGULATION HAVE BEEN ESTABLISHED BUT THAT LONG-EXISTING REGULATIONS CONCERNING LABELING OF ALCOHOLIC BEVERAGES ARE NOW BEING ENFORCED.

2 HE EXPLAINED THAT REGISTRY OF ALCOHOLIC BEVERAGES THROUGH MINISTRY OF HEALTH AUTHORIZES ONLY ONE COMPANY TO IMPORT SUCH BEVERAGES AND THAT REGISTRATION NUMBER IS OWNED ONLY BY THAT FIRM. IN THIS FORM, GOV INTENDS TO HAVE ONE FIRM RESPONSIBLE FOR MEETING HEALTH AND FISCAL REQUIREMENTS. HE ADMITS THAT PREVIOUSLY COUSTOMS AUTHORITIES PERMITTED IMPORT OF BEVERAGES BY ANYONE HOLDING DOMESTIC LIQUOR DISTRIBUTION LICENSE, PROVIDED BOTTLES CARRIED MINISTRY OF HEALTH REGISTRY NUMBER. NOW, IMPORT WILL BE PERMITTED ONLY BY THE FIRM TO WHICH THE MINISTRY OF HEALTH EXTENDED SUCH REGISTRY.

3. ON SAME SUBJECT, CHIEF LIQUOR DIVISION EXPLAINED , HOWEVER, THAT IF FOREIGN MANUFACTURER WHISHES TO HAVE A NUMBER OF IMPORTERS, EACH OF THEM CAN APPLY FOR REGISTRY WITH THE MINISTRY OF HEALTH AND BE GIVEN A NUMBER.

4. AS TO LABELS, HE EXPLAINED THAT REGULAIONS NEVER AUTHORIZED THE ATTACHMENT OF SEPARATE LABEL FOR EACH DIFFERENT

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IMPORTER BUT THAT THIS REGULATION WAS NOT ENFORCED. HE STATED

THAT THE NAME OF THE IMPORTER AND THE MINISTRY OF HEALTH  
REGISTRATION NUMBER MUST BE ON THE BODY OF THE MAIN LABEL.  
WHEN EXPLAINED THAT THIS WILL CAUSE COSTLY TECHNICAL AND PRODUCTION  
PROBLEMS, HE STATED THAT IN HIS OPINION IT WOULD MEAN ONLY  
CUTTING DOWN THE NUMBER OF IMPORTERS TO THE ONE WHICH HAS  
THE MINISTRY OF HEALTH AUTHORIZATION TO IMPORT THE BEVERAGE,  
IN OTHER WORDS COMPLYING WITH LONG-ESTABLISHED REQUIREMENTS.  
IF THE MANUFACTURER OR EXPORTER WISHES TO HAVE MANY RECEIVERS  
OF SHIPMENTS, IT WOULD BE NECESSARY TO HAVE EACH OF THEM APPLY  
FOR REGISTRATION BUT IN THAT CASE EACH SHIPMENT MUST COMPLY  
WITH LABELING REQUIREMENTS.

5. BRITISH EMBASSY CONSULTED REGARDING LABELING PROBLEM  
AS SUGGESTED IN REFTEL, BUT THEIR EXPORTERS HAVE NOT HAD  
TROUBLE MEETING REQUIREMENTS AND THEY ARE NOT INTERESTED  
IN DISCUSSING MATTER WITH GOV.  
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